

BONNIER
Publications

tara

Media kit 2026



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Tara is Norway's largest magazine for the grown-up female.

Quality content in matters such as self-development, health, adult fashion, tasty and healthy food, culture, exciting travel destinations and, not least, inspiring interviews with women whose stories and experience we can learn from.

Tara Frisk is all about the healthy life for grown women. Here you can learn more about everything from hot flashes and hormones to the latest research and manageable workouts. You'll also find in depth guides to subjects such as a healthy sex life, strong bones, quality sleep and a flexible body.





309.511

Monthly pageviews



49.061

Facebook likes



20.000

Newsletter subscribers



12.323

Instagram followers



Digital users

Instagram

4%

male



96%

female



Facebook

2%

male

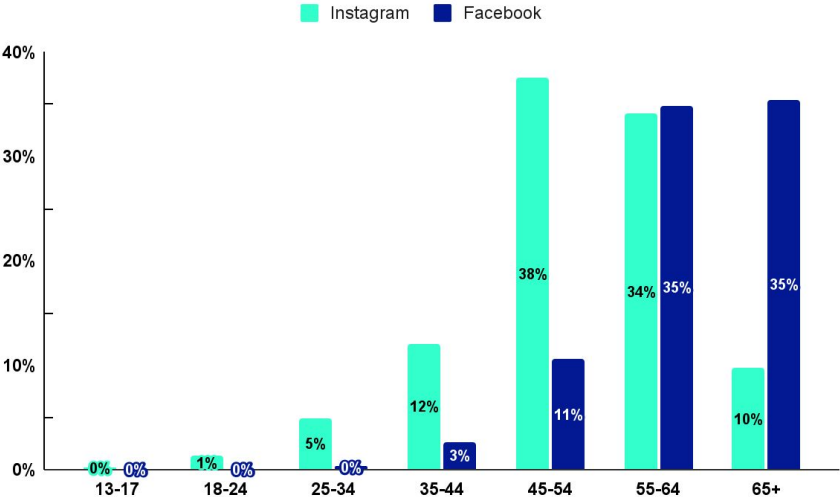


98%

female



Age





Editorial schedules, rate cards and formats

January –June 2026

No.	Publishing date	Week	Deadline	Theme
2	30/01/2026	05	19/12/2025	SPRING FASHION TRENDS - Health: Iron deficiency. Beauty: Winners of PRO AGE 2025. Travel: OL – Milano-guide
3	06/03/2026	10	03/02/2026	Fashion: Denim-guide - Health: Zone-therapy. Beauty: Beauty clock. Food: Slow cooking and easter food. Travel: Catalonia
4	10/04/2026	15	05/03/2026	MENOPAUSE ISSUE - Menopause and work - weight - Vitamins and supplements. Fashion: May 17th + sneakers. Beauty: Skincare. Travel: Kenya
5	22/05/2026	21	20/04/2026	SWIMWEAR AND ACCESSORIES - Summer hair. Health: Dopamine doping and summertime joy. Food: Grilled dinner. Travel: Summertime in Denmark and Karlstad
6	26/06/2026	26	22/05/2026	SUMMER ISSUE - Fashion: Summer-wardrobe. Beauty: SUN and skin. Health: Summer-detox. Food: vegan grill. Travel: Summertime in Norway
7	21/08/2026	34	21/07/2026	THEME ISSUE - Grief in adulthood. Health: Grief and the body. Beauty: Beauty sleep. Fashion: Autumn trends. Travel: Late summer in Rome. Culture: Autumn new books

July –December 2026

No.	Publishing date	Week	Deadline	Theme
8	25/09/2026	39	25/08/2026	THEME ISSUE - Strength. Personal growth: Mental and physical strength in Autumn. Health: Stress, weight and big energy guide. Fashion: Autumn sweaters and coats. Beauty: skin midlife crisis. Food: Berit Nordstrand's best dishes
9	30/10/2026	44	29/09/2026	Fashion: Warm winter winners. Health: Early menopause. Beauty: 40 + guide: Current trends: Treatments and products. Travel: Malaga
10	04/12/2026	49	03/11/2026	CHRISTMAS ISSUE - Fashion: Party. Beauty: party makeup. Health: digestion + exercise. Food: Christmas treats. Gift guide: Books under the tree

Tara extra magazines – January –December 2026

No.	Publishing date	Week	Deadline	Theme	Print run
1	10/042026	15	00/00/2026	Tara Home	11.000
2	21/082026	34	00/00/2026	Tara Home	11.000
3	30/102026	44	00/00/2026	Tara Christmas	11.000

Product	Format
1/1 page	217x280

Tara Frisk – Januar –December 2026

No.	Publishing date	Week	Deadline	Theme	Print run
1	27/03/2026	13	02/032026	Health	4.000
2	28/12/2026	53	27/11/2026	Health	4.000

Product	Format
2/1 page	450x295
1/1 page	225x295

Tara Bookazine – Januar –December 2026

No.	Publishing date	Week	Deadline	Theme	Print run
1	12/06/2026	24	13/05/2026	Smak - Spring	4.000
2	04/09/2026	36	10/08/2026	Smak Late summer	4.000

Product	Format
2/1 page	450x295
1/1 page	225x295

Print Advertising rate card

Format	Pricing in NOK*
2/1 page	98.600
1/1 page	53.500
½ page	36.400
Back cover	77.100
Inner back cover	66.600

Format	Pricing in NOK*
Page 2-3	127.600
Page 4-5	122.800
1. Right page	66.600
2. Right page	64.000
2/1 page Native Article	123.200**
1/1 page Native Article	66.900**

*Gross prices only

**In addition, production cost

Print formats

Attention:
From issue no. 8 we change the print format:
1/1 page 217 x 280
2/1 page 434 x 280

Product	Format
2/1 page	434x280*
1/1 page	217x280
Vertical ½ page	106x280
Horizontal ½ page	217x137
Back cover	217x280
Inner back cover	217x280

Product	Format
Page 2-3	434x280*
2/1 page Native Article	434x280*
1/1 page Native Article	217x280

See visualizations and ad specifications further below

*We recommend offsetting any images that cross the spine 2,5 mm to each side (5 mm on the first/last spread).

Extra magazines **Print** **Advertisin** **g rate card**

Format	Pricing in NOK*
2/1 page	79.100
1/1 page	43.000

Format	Pricing in NOK*
Page 2-3	102.900
Back cover	62.400

*Gross prices only

**In addition, production cost

Bookazines

Print formats & rate card

See visualizations and ad specifications further below

*We recommend offsetting any images that cross the spine 2,5 mm to each side (5 mm on the first/last spread).

Product	Format	Pricing in SEK**
2/1 page	450x295***	22.000
1/1 page	225x295	15.000
Back cover	225x295	18.000

Digital Advertising rate card

Desktop	Price in NOK*
Standard banner	CPM 75
Megabanner	CPM 90
Skyscraper/sticky	CPM 75

Mobile	Price in NOK*
Mobile standard banner	CPM 75

High impact formats	Price in NOK*
Ex. Topscroll, Midscroll and Double Midscroll	CPM 150 + CPM 5 ad tech fee

Format	Price in NOK*
Video-in-banner	CPM 90

Format	Price in NOK*
Newsletter banner	CPM 150

*Gross prices

Digital formats

See visualizations and ad specifications further below

*Contact traffic@bonnier.dk for more info.

Desktop	Format
Standard banner	930x180
Megabanner	930x600
Skyscraper/sticky	160x600

Mobile	Format
Mobile standard banner	320x320 / 300x250

Newsletter	Format
Newsletter banner	600x500

High impact formats – All devices
We partner with Adnami to deliver a wide range of high impact formats. Possibilities include Topscroll, Midscroll and Desktop Skin. Contact us for specific formats available for this site or for more info*.
Find all Adnami's specs at adnami.io/specs .

Video-in-banner	Format
Desktop video	Ratio: 16:9
Mobile video	Ratio: 1:1

NTA Advertising rate card

* Gross prices only

**Contact local office for prices
- Contact information further
below

Product	Pricing in NOK*
Native Article	35.000 (incl. production)
Competition	10.000-20.000
NTA Newsletter	Contact for price**
Instagram	Contact for price**
Facebook	Contact for price**
Sponsorship	Contact for price**
Video	Contact for price**

NTA* formats

Product	Format
Native Article	Ad as on online article. The focus can be either on content storytelling or branding of products in a gallery. Incl traffic drivers
Competition	Competition with prize from distributor
NTA Newsletter	The native article is included in editorial newsletters
Instagram	Post in feed or Story. Story available for 24 hours
Facebook	Postings on the brand's Facebook wall.
Sponsorship	Ownership on categories or events
Video	Video clips formed as an editorial clip, but with a commercial message.

*Non traditional
advertising

Lesernes Bok Favoritter

Lesernes Bok Favoritter is our annual award and your opportunity to be showcased in the universe of Tara. Our panel of judges makes a selection from the nominated brands/products and afterwards it is up to our digital users to choose their favorites. This is how it works:

1. Nominate your book

- It is **free of charge** to nominate a book in one or more of the main categories.

2. The judges nominates

- If one or more of your products are nominated by the judges you pay a handling fee per. nomination.*
- It is possible to buy an active link to a website/webshop of your choice.*

3. Our digital users vote for their favorites

- Our users vote for their favorites and choose the winners.

*Contact local office for prices - contact information further below



Pro Age Favoritter

Pro Age Favoritter is our annual award and your opportunity to be showcased in the universe of Tara. Our panel of judges makes a selection from the nominated brands/products and afterwards it is up to our digital users to choose their favorites. This is how it works:

1. Nominate your brand/products

- It is **free of charge** to nominate a brand/product in one or more of the main categories.

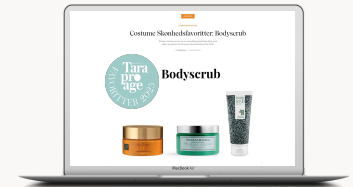
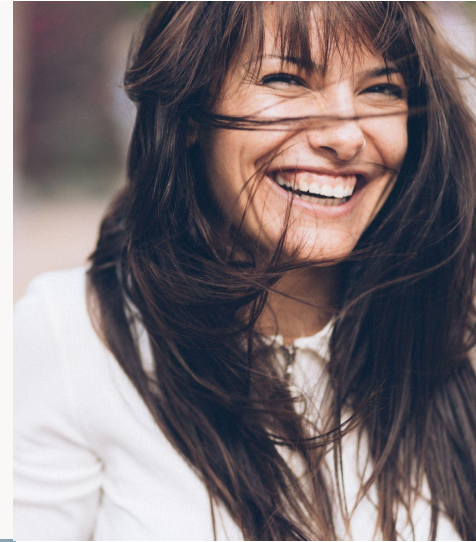
2. The judges nominates

- If one or more of your products are nominated by the judges you pay a handling fee per. nomination.*
- It is possible to buy an active link to a website/webshop of your choice.*

3. Our digital users vote for their favorites

- Our users vote for their favorites and choose the winners.

*Contact local office for prices - contact information further below



We are here to help you

Contact our team if you have any questions about media sales.

Try our FAQ page, if you need support on how to upload ad material, technical guidance etc.

GO TO FAQ

Elisabeth Retteraasen Wåde

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Vivian Karlsen

Media Advisor, Local contact
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THERESE GUNNI

Advertising Material
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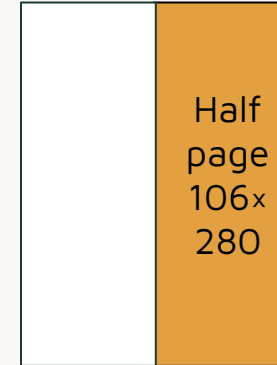
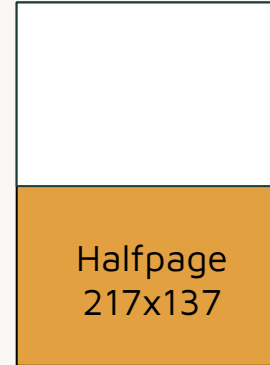
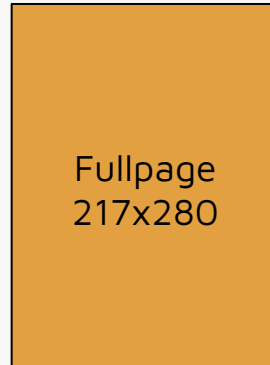
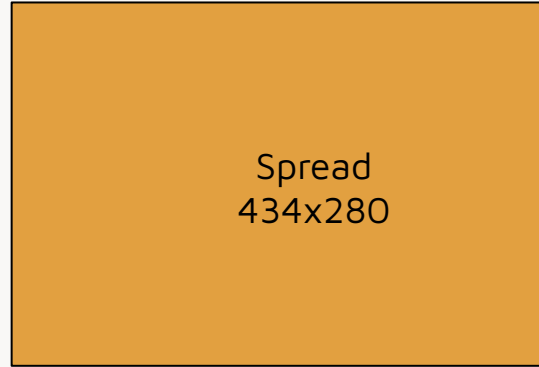
TORUNN PETTERSEN

Editor in Chief - Tara
torunn.pettersen@tara.no

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

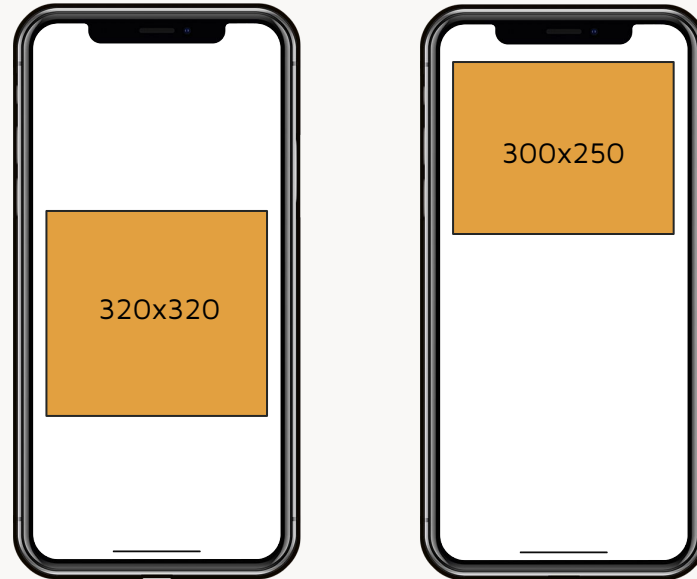
See details about pricing above

Mobile standard banners

Specifications:

HTML5 banner
JPG / PNG / GIF
3rd party tag
Max 150 KB

Incl. URL / tracking

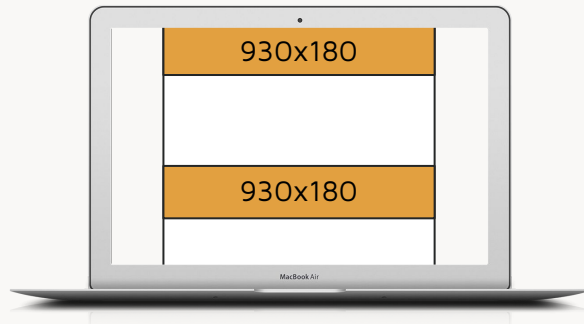


Desktop standard banner

Specifications:

HTML5 banner
JPG / PNG / GIF
3rd party tag
Max 150 KB

Incl. URL / tracking



Desktop mega banner

Specifications:

HTML5 banner
JPG / PNG / GIF
3rd party tag
Max 150 KB

Incl. URL / tracking

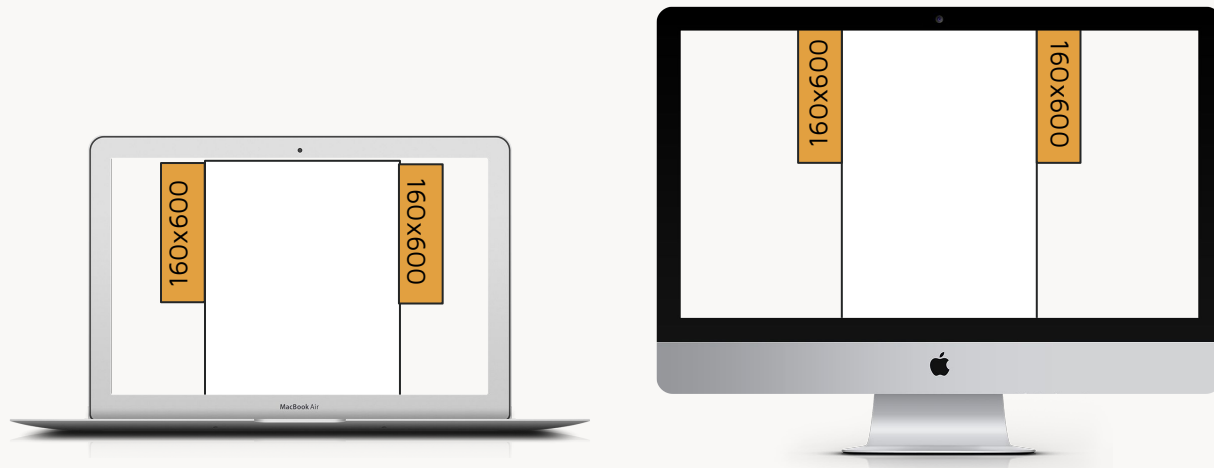


Skyscraper/ Sticky

Specifications:

HTML5 banner
JPG / PNG / GIF
3rd party tags
Max 150 KB

Incl. URL / tracking



Desktop Wallpaper + standard banner

Asset Specs (size in px):

Wallpaper: 2560x1200

Standard banner: 930x180

Asset type:

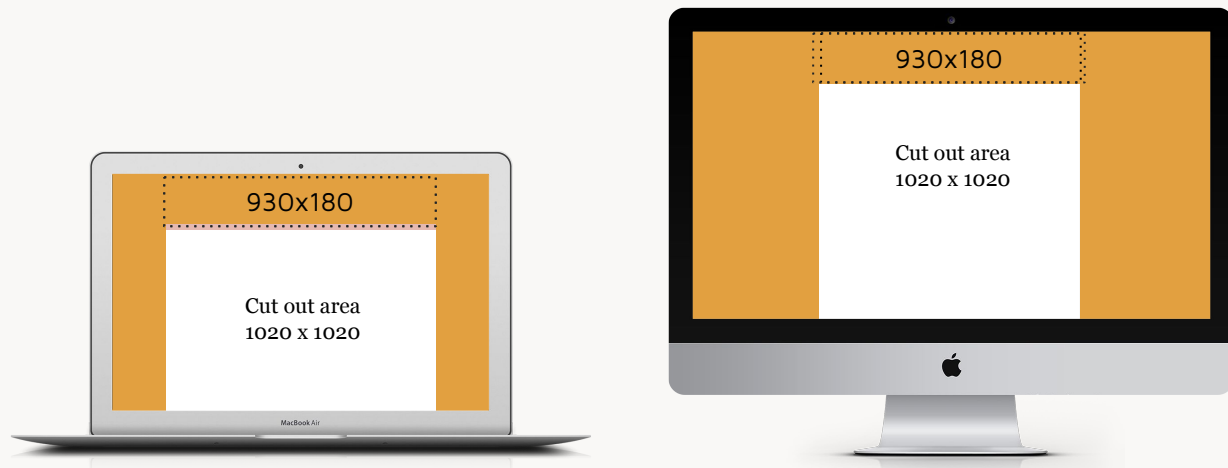
Wallpaper is an Image (JPG, PNG), and Standard banner comes as html5, third party tag or image.

Weights:

Wallpaper: Maximum 200 kb.

Standard banner: Maximum 150 kb

Incl. URL / tracking



Video in-banner

Specifications:

- MPEG4, 3GPP, MOV
- AVI
- MPEGS
- WMV, MP3

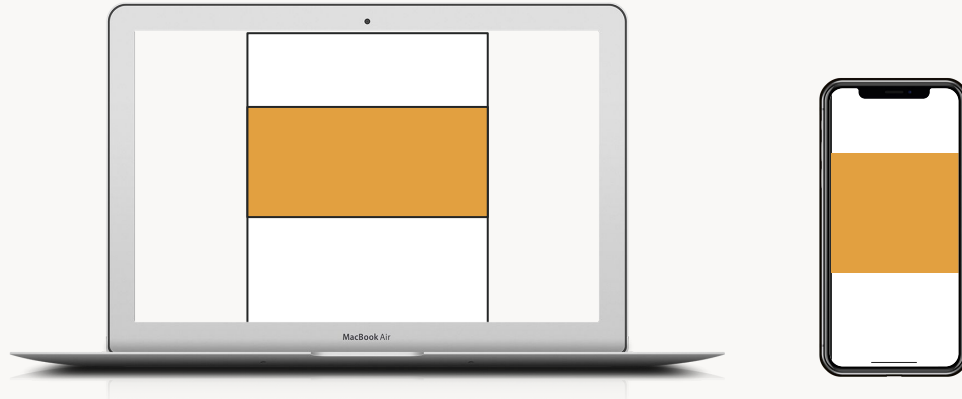
Desktop ratio: 16:9

Mobile ratio: 1:1 or 4:3

Max. weight 512 MB

Recommended to keep
under 15 seconds

Incl. URL / tracking



Newsletter

Specifications:

JPG / PNG / GIF
Max 150KB

Incl. URL / tracking

